



Walsh University Social Media Policy & Guidelines

Purpose

This document outlines the publication policy for all Walsh University social media. The following policy is in place to ensure that Walsh University is being represented in a cohesive, strategic way on social media when the University's name or brand is used. We expect all who participate in social media on behalf of Walsh University to understand and follow these guidelines.

Social media offers unique opportunities to connect and communicate with people across the globe. They create a place for people to come together online to post information, news and events. Walsh University's social media presence is intended to provide the Walsh community with a venue to share thoughts, ideas and experiences through discussions, postings, photos and videos. Publication guidelines will be similar to any other media.

In accordance to this policy, no new social media accounts on behalf of Walsh University offices, departments or student groups may be created without consulting the Office of Integrated Marketing & Communications, which will help to evaluate the need for a new social media presence.

The Office of Integrated Marketing & Communications will partner with academic departments, student support services and other departments/clubs on campus to help meet their needs by incorporating messages into the University's social media accounts. Partnering with Marketing & Communications will ensure that messaging is reaching audiences effectively and that constituents of Walsh University have a comprehensive social media presence to follow rather than needing to follow several accounts. Links to Walsh's flagship accounts are below:

Facebook: facebook.com/walshu
Twitter: twitter.com/WalshUniversity
Instagram: instagram.com/walshuniversity
YouTube: youtube.com/OhioWalshUniversity
Flickr: flickr.com/walshuniversity
LinkedIn: linkedin.com/companies/walsh-university



Submitting content for consideration on Walsh University's social media accounts:

Be clear about which audience you are trying to reach as well as the timing and purpose/goal of your post so that the team can review your request and make recommendations. The Marketing & Communications team typically builds a social media calendar in advance, therefore, a one-week advance notice before the date of the post is requested. (For major events, a longer lead time may be appropriate.) Please include any visual elements, such as photos or videos, that help promote your news. (Note: Do not submit images or videos for which you do not own the rights.) Submit all content for consideration by emailing sferguson@walsh.edu.

Posting on Behalf of Walsh University

Walsh University accounts should provide students and other community members with up-to-date University information and the opportunity to engage with account administrators and other users. This policy is intended to outline proper use guidelines and ensure the most effective use of accounts.

Contributors to Walsh University pages will follow the generally established employee and student guidelines. Oversight of all Walsh University affiliated pages is the responsibility of the Office of Integrated Marketing and Communications, who will periodically review pages to ensure University policies are followed and that the pages are being produced in accordance with the best interest of the University.

Due to the ever-changing nature of the online environment, this policy may be adjusted to reflect issues that arise in the management and implementation of the page or for any other reason that supports the University's priorities for the page.

Department/Club/Team Social Media

Individual departments or organizations wishing to develop a social media presence should request permission from the Office of Integrated Marketing and Communications **before** developing any pages and/or accounts. Upon approval, all Walsh-related social media accounts must be registered through the Office of Integrated Marketing and Communications. Once the pages are set up, the individual department or group is responsible for content management. To request permission, please complete the following form: www.walsh.edu/social-request

Content Development

All content must relate directly to University business, programs, and/or services. Content placed by administrators cannot promote individual opinions or causes that are not directly related to University purposes.

- **Content should be short and written in active voice.** Remember to consider the audience when choosing the style and tone of content.
- **Staff your effort appropriately.** While students may be contributors to Walsh-affiliated accounts, all such accounts must be owned and maintained by staff and/or faculty as appropriate.



- **Do not post confidential information.** This includes, but is not limited to, Zoom links and passwords, personnel matters, financial information, etc. Do not post confidential or proprietary information about Walsh, its students, its alumni or your fellow employees. Use good ethical judgment and follow University policies and federal requirements, such as FERPA.
- **If you discuss a situation involving individuals on a social media site, be sure that they cannot be identified.** As a guideline, don't post anything that you would not present at a conference or other public forum.
- **Please make sure to tag Walsh University in your posts.** This is especially vital on Instagram and Twitter (@WalshUniversity) to help maximize your exposure.

Logos

General Walsh University logos are only to be used on the University's official social media pages, operated by the Office of Integrated Marketing and Communications. Department/organization logos may be used with permission from the Office of IMC.

Photos and Videos

Uploaded photos and videos must relate directly to the University and/or student life and should not be used as a promotional tool for programs, products or services outside the University. All photos and videos must adhere to existing University policies.

Advertising

Please note that no departments are permitted to advertise on social media without the expressed, written consent of the Office of Integrated Marketing and Communications. All paid advertising must funnel through Office of IMC in order to ensure that marketing strategies are aligned with the overall priorities, goals and objectives of the University in a format that is consistent with Walsh's identity standards.

Other

Because the Walsh University social media pages are interactive tools, administrators should monitor pages closely and frequently to supervise conduct. Any questionable content that is not aligned with Walsh University's Catholic mission and values should be reported immediately to the Office of Integrated Marketing and Communications. Individual platform terms and conditions must also be followed strictly.

For help setting up a Walsh-related social media account, or for further information about Walsh's social media policies, please contact sferguson@walsh.edu.